Main specifications of α300

System
Camera type	Digital SLR camera with built-in flash and interchangeable lenses
Lens compatibility	Sony α lenses, Minolta and Konica Minolta AF lenses

Image Sensor
Sensor type	APS-C type (23.6 x 15.8mm), with RGB primary color filters
Effective pixels	Approx. 10.2 megapixels
Total pixels	Approx. 10.8 megapixels
Anti-Dust system	Charge protection coating on low pass filter and image-sensor shift mechanism
ISO sensitivity range	AUTO, 100 to 3200 (in 1-stop increments, Recommended Exposure Index)
A/D conversion	12 bits

Recording
Recording format	JPEG (DCF2.0 and Exif 2.21 compliant, DPOF supported), RAW (Sony ARW 2.0 format), RAW + JPEG
Image size	<Aspect ratio 3:2> L size: 3872 x 2592 (10M), M size: 2896 x 1936 (5.6M), S size: 1920 x1280 (2.5M) <Aspect ratio 16:9> L size: 3872 x 2176 (8.4M), M size: 2896 x 1632 (4.7M), S size: 1920 x 1088 (2.1M)
Image quality modes	RAW, RAW + JPEG, Fine, Standard
Media	CompactFlash (Type I, Type II), Microdrive *Separately sold "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary to use Memory Stick Duo / Memory Stick PRO Duo/ Memory Stick PRO-HG Duo
Noise reduction	Long exposure NR: On/Off selectable, available at shutter speeds longer than 1sec. High ISO NR: On/Off selectable, available at ISO 1600 or higher
Color space	sRGB, Adobe RGB
Other features	Creative Style, D-Range Optimizer (Off, Standard, Advanced)

White Balance
Modes	Auto, Daylight, Shade, Cloudy, Tungsten, Fluorescent, Flash Color Temperature / Color filter, Custom
Bracketing	3 exposures, H/L level selectable

Focus Control
Type	TTL phase detection system
Sensor	CCD line sensors
No. of focus point	9 points
Sensitivity range	EV 0 - 18 (at ISO 100)
Modes	AF/MF selectable. AF modes: Single-shot AF, Automatic AF, Continuous AF
Focus area	Wide, Spot, Local (9 local areas selectable)
Other features	Predictive control, Focus lock, Eye-start AF, AF illuminator (Built-in flash, Range: approx. 1-5m)

Exposure Control
Metering	Type: TTL metering Sensor: 40-segment honeycomb-pattern SPC Sensitivity range: EV 2 - 20 (EV 4 - 20 in spot metering mode), (at ISO 100 with F1.4 lens) Modes: Multi segment, Center weighted, Spot
Exposure	Modes: Program AE (AUTO, AUTO - Flash Off, P), Aperture priority, Shutter priority, Manual, Scene selection (Portrait, Landscape, Macro, Sports, Sunset, Night portrait/Night view) Exposure compensation: +/-2 EV (in 0.3-stop increments) Bracketing: 3 continuous or single exposures selectable, in 0.3 or 0.7-stop increments

Viewfinder
Type	Fixed eye-level, penta-Dach-mirror
Coverage	95%
Magnification	0.74 x (with 50mm lens at infinity, -1m⁻¹)
Diopter adjustment	-3.0 to +1.0 m⁻¹
Eye point	Approx. 20.8 mm from the eyepiece lens, approx. 16.7 mm from the eyepiece frame
Screen	Spherical Acute Matte

LCD Monitor
Type	2.7-inch type, TFT
Total number of dots	230,400 dots
Coverage	100%
Brightness adjustment	Selectable in 5 steps

Live View
Type	Pentamirror tilt system
Image sensor	Dedicated to live view
Metering	1200-zone evaluative
Sensitivity	EV 2 - 17 (in all metering modes, at ISO 100 with F1.4 lens)
Coverage	90%
Smart Teleconverter function	1.4x or 2x selectable
Other functions	Histogram display, real-time image-adjustment display (exposure compensation, white balance, sunset / B&W in Creative Style)

Shutter
Type	Electronically-controlled, vertical-traverse, focal-plane type
Speed range	1/4000 to 30 sec., Bulb
Flash sync speed	1/160 sec.

Super SteadyShot® (Image Stabilization)
Type	Image-sensor shift mechanism
Indication	Super SteadyShot scale and Camera-shake warning in the viewfinder
Compensation effect	Equivalent to approx. 2.5 to 3.5 steps in shutter speeds (varies according to shooting conditions and lens used)

Built-in Flash
Pop-up	Auto
Guide number	12 (in meters at ISO 100)
Flash coverage	18 mm (focal length printed on the lens body)
Control	ADI, Pre-flash TTL
Flash compensation	+/- 2 EV (in 0.3-stop increments)
Modes	Auto (Flash-off), Auto, Fill-flash, Red-eye reduction, Rear sync, Slow sync, High speed sync, Wireless
Flash bracketing	3 exposures (in 0.3/0.7-stop increments)
Recycling time	Approx. 4 sec.

Drive
Modes	Single, Continuous, Self-timer (10 sec. / 2 sec. delay selectable)
Continuous shooting speed	Max. 3 fps (approx.) with viewfinder, max. 2 fps (approx.) in live view mode
No. of frames recordable	JPEG (L size, Fine): Until memory card is full, RAW: 6 frames, RAW+JPEG: 3 frames

Playback
Modes	Single (with or without shooting information, with 4 previous / following images, RGB histogram & highlight / shadow warning), 4 / 9 / 25-frame index view, enlarged display mode (max. zoom - L size: 12x, M size: 9.1x, S size: 6.1x), Image orientation, Slideshow

Interface
PC interface	USB2.0 Hi-Speed (mass storage, PTP)
Video output	NTSC / PAL selectable

Supported OS Environments
Windows	Microsoft Windows 2000 Professional / XP Home Edition / XP Professional / Vista Home Basic / Vista Home Premium / Vista Ultimate / Vista Business / Vista Enterprise
Macintosh	Mac OS X (v. 10.13 or later)

Print
Compatible standards	Exif Print, Print Image Matching III, PictBridge

Power
Power source	One Rechargeable Battery Pack NP-FM500H * NP-FM55H for DSLR-A100 is not usable.
Battery performance	Approx. 730 shots with viewfinder, approx. 410 shots in live view mode * Both measured using CIPA standard
External power source	AC Adapter / Charger AC-VQ900AM (optional)

Others
Dimension (WxHxD)	Approx. 130.8 x 98.5 x 74.7 mm (5-1/4 x 4 x 3 in.) (excl. protrusions)
Weight	Approx. 582 g (1 lb 4.5 oz) (w/o battery, memory card, accessories)
Operating temperature	0 - 40 degrees C (32- 104 degrees F)

Specifications are based on the information available at the time of printing and are subject to change without notice.

Number of recordable frames based on compression, image quality and size

Image size: L	CompactFlash Card (3:2 = 10 MB / 16:9 = 8.4 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	166 / 188	325 / 370	653 / 741	1307 / 1484	2606 / 2960
Fine	123 / 141	241 / 277	484 / 556	969 / 1115	1933 / 2223
RAW + JPEG	24 / 26	48 / 51	98 / 104	198 / 210	397 / 421
RAW	31 / 31	61 / 61	124 / 124	250 / 250	500 / 500

Image size: M	CompactFlash Card (3:2 = 5.6 MB / 16:9 = 4.7 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	240 / 267	471 / 523	945 / 1049	1891 / 2099	3771 / 4185
Fine	185 / 208	363 / 409	727 / 819	1456 / 1641	2903 / 3271

Image size: S	CompactFlash Card (3:2 = 2.5 MB / 16:9 = 2.1 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	329 / 355	644 / 696	1291 / 1395	2584 / 2791	5150 / 5564
Fine	268 / 294	526 / 577	1053 / 1155	2109 / 2313	4203 / 4610

Image size: M Smart Teleconverter at 1.4x	CompactFlash Card (3:2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	240 / 267	471 / 523	945 / 1049	1891 / 2099	3771 / 4185
Fine	185 / 208	363 / 409	727 / 819	1456 / 1641	2903 / 3271

Image size: S Smart Teleconverter at 2x	CompactFlash Card (3:2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	329 / 355	644 / 696	1291 / 1395	2584 / 2791	5150 / 5564
Fine	268 / 294	526 / 577	1053 / 1155	2109 / 2313	4203 / 4610

Image size: L	Memory Stick Duo (3:2 = 10 MB / 16:9 = 8.4 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	154 /175	316 / 359	649 / 737	1283 / 1457	2575 / 2924
Fine	114 / 131	234 / 269	481 / 553	952 / 1094	1910 / 2196
RAW + JPEG	22 / 24	47 / 50	145 / 104	146 / 206	392 / 416
RAW	28 / 28	60 / 60	124 / 124	246 / 246	494 / 494

Image size: M	Memory Stick Duo (3:2 = 5.6 MB / 16:9 = 4.7 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	223 / 248	457 / 508	939 / 1042	1857 / 2061	3726 / 4135
Fine	172 / 194	352 / 397	723 / 814	1430 / 1611	2869 / 3232

Image size: S	Memory Stick Duo (3:2 = 2.5 MB / 16:9 = 2.1 MB)				
	512MB	1GB	2GB	4GB	8GB
Standard	306 / 330	625 / 675	1283 / 1386	2537 / 2740	5089 / 5498
Fine	249 / 273	510 / 559	1047 / 1148	2070 / 2270	4153 / 4555

Image size: M Smart Teleconverter at 1.4x	Memory Stick Duo (3:2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	223 / 248	457 / 508	939 / 1042	1857 / 2061	3726 / 4135
Fine	172 / 194	352 / 397	723 / 814	1430 / 1611	2869 / 3232

Image size: S Smart Teleconverter at 2x	Memory Stick Duo (3:2 / 16:9)				
	512MB	1GB	2GB	4GB	8GB
Standard	306 / 330	625 / 675	1283 / 1386	2537 / 2740	5089 / 5498
Fine	249 / 273	510 / 559	1047 / 1148	2070 / 2270	4153 / 4555

• Numeric figures show the number of frame recordable with 3:2 / 16:9 aspect ratio.
• Optional "Memory Stick Duo Adapter for CompactFlash Slot AD-MSCF1" is necessary for use with Memory Stick Duo.
• Number of recordable frames may vary depending on the subjects and other shooting conditions.

System requirements of bundled software

Image Data Converter SR ver. 2.0
Microsoft Windows 2000 Professional SP4 / Windows XP*SP2 / Windows Vista*, Mac OS X (v. 10.4) or later

Image Data Lightbox SR ver. 1.0
Microsoft Windows 2000 Professional SP4 / Windows XP*SP2 / Windows Vista*, Mac OS X (v. 10.4) or later

Picture Motion Browser Ver. 2.1.02
Microsoft Windows 2000 Professional SP4 / Windows XP* SP2 / Windows Vista*

* 64-bit editions and Starter (Edition) are not supported.
Note: Factory pre-installed. We do not guarantee proper operation in the upgraded environment of the OS stated above.

Trademarks & Remarks

* α is a trademark of Sony Corporation.
* Bionz BIONZ, Bravia BRAVIA, Super SteadyShot, InfoLITHIUM, Memory Stick, Memory Stick PRO MEMORY STICK PRO, Memory Stick Duo MEMORY STICK DUO, Memory Stick PRO Duo MEMORY STICK PRO DUO, and Memory Stick PRO-HG Duo MEMORY STICK PRO-HG DUO are registered trademarks or trademarks of Sony Corporation.
* Microsoft, Windows, and Windows Vista DirectX are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.
* Macintosh, Mac OS, iMac, iBook, PowerBook, Power Mac, and eMac are trademarks or registered trademarks of Apple Inc.
* CompactFlash is a registered trademark of SanDisk Corporation in the United States and/or other countries.
* Microdrive is a registered trademark of Hitachi Global Storage Technologies in the United States and/or other countries.
* Adobe is a registered trademark or a trademark of Adobe Systems Incorporated in the United States and/or other countries
* D-Range Optimizer Advanced uses technology provided by Apical Limited.
* All other company and product names mentioned herein are used for identification purposes only and may be the trademarks of their respective owners.

* The InfoLITHIUM is a lithium battery pack which can exchange data with compatible electronic equipment about its energy consumption. Sony recommends that you use the battery pack with electronic equipment that have the mark.

• Monitor images are simulated.

Printed in Japan

---

When shooting becomes a dialogue

A new level of shooting freedom makes SLR photography easier and more fun than ever

The α300 is an exciting new digital SLR that gives you unprecedented freedom in where and how you shoot. Featuring revolutionary Quick AF Live View — an industry first that lets you frame your subject in the camera's LCD monitor without sacrificing the speed and accuracy of SLR-class TTL (Through-The-Lens) autofocusing — the α300 frees you from having to look through the optical viewfinder when you shoot, so you can remain face to face with your subjects and talk to them to put them at ease.

To assure superb image quality, the α300 couples the high-resolution imaging power of a 10.2-megapixel CCD sensor with Sony's exclusive BIONZ image processing engine. And to help prevent blurring caused by camera shake, it features built-in Super SteadyShot® image stabilization that works with any α system lens. With outstanding quality and the freedom of live view shooting, α300 is an SLR camera that lets you capture beautiful images with conversational ease.

DT18-70mm F3.5-5.6 (SAL1870), P mode (1/1000 sec., F6.3), ISO 100, Auto white balance
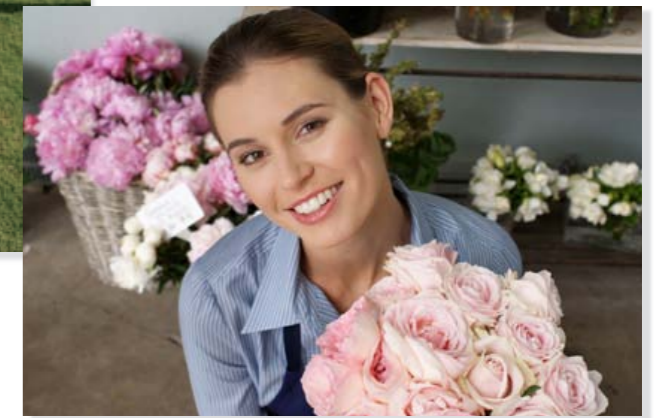
Freestyle shooting.

α300

Set your creativity free with
Quick AF Live View freestyle shooting

Unlike previous systems that required a tradeoff in autofocusing performance, there's no compromise with the α300's Quick AF Live View. Instead, you get full SLR functionality and image quality, plus the ability to shoot easily and comfortably from angles and positions you never could before. So you can take advantage of more spur-of-the-moment photo opportunities, and capture more of the magic moments that SLR photography is all about.
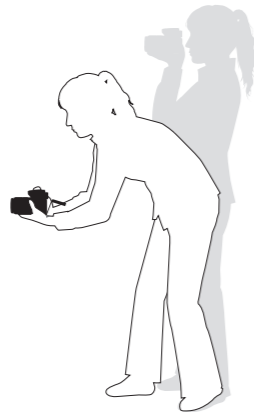
Low-position shooting comfort

Thanks to the α300's Quick AF Live View and variable-angle Clear Photo LCD monitor, low-position shooting is incredibly easy. With the monitor angled upward, you can maintain a comfortable posture and frame your subject correctly even when taking dramatic, low-position sports photos like the one below. Low-position live view shooting is also great for macro close-ups of flowers, and eye-level portraits of children or pets. It's even helpful on regular portraits because you can hold the camera at waist level and maintain a dialogue with your subjects to ensure a more natural expression.

DT18-70mm F3.5-5.6 (SAL1870), P mode (1/100 sec., F8), ISO 100, Auto white balance

DT 55-200mm F4-5.6 (SAL55200), Sports action mode (1/500 sec., F5.6), ISO 100, Auto white balance

High-position shooting ease

The α300's variable-angle Clear Photo LCD monitor makes it easy to maximize the shooting freedom offered by Quick AF Live View. For high-position shots, the monitor can be angled downward, enabling you to frame your subject accurately even with the camera held at arm's length above you. As a result, you can take well-composed photos at sports events, concerts, and other public venues even when you need to shoot over the heads of a crowd. Or you might just find it's the perfect way to capture the excitement of young footballers as they huddle to discuss their game plan!
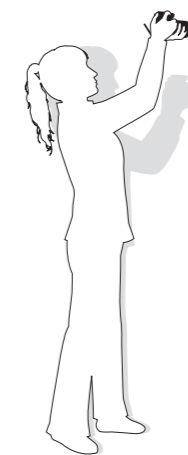
At last, live view shooting
# with true SLR-class autofocusing

Pentamirror tilt mechanism
for fast TTL phase-detection autofocusing

In a significant breakthrough in digital SLR camera design, a unique Sony-developed pentamirror tilt mechanism enables true TTL (Through-The-Lens) phase-detection autofocusing during live view operation. So whether you frame your subject in the optical viewfinder or the LCD monitor, you enjoy the benefits of a fast, accurate TTL center-cross 9-point autofocus system with continuous autofocusing to help you capture fast-moving subjects.
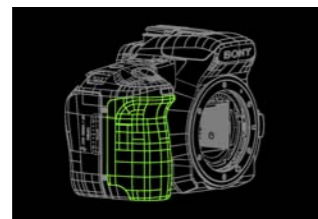
With Quick AF Live View   With conventional live view
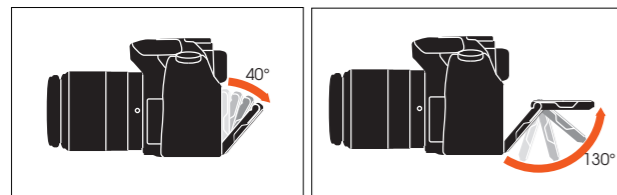
Variable-angle LCD for freestyle
shooting ease

The variable-angle Clear Photo LCD monitor can be tilted upward by up to 130° or downward by up to 40° for easy high- and low-position shooting.

Ergonomic design for enhanced
shooting stability

The grip and body are designed to assure stable, secure handling during high- and low-position live view shooting, as well as during conventional shooting.

1200-zone evaluative metering
for spot-on exposures

During live view shooting, an advanced 1200-zone metering system evaluates light levels and color distribution to calculate correct exposure with extremely high precision. Incorporated into the dedicated live view image sensor, it also offers you a choice of spot and center-weighted metering, just like an optical metering system.

1200-zone evaluative metering

Real-time image-adjustment display

Live view even lets you confirm the effects of exposure and white balance adjustments on the Clear Photo LCD monitor in real time — something that is impossible to do with an optical viewfinder.

Real-time exposure compensation display   Real-time white balance display

-1.0   +1.0   Auto   Daylight

Smart Teleconverter function in live view

During live view shooting, you can press the Smart Teleconverter button on the back of the camera to instantly apply zoom scaling that achieves the effective equivalent of 1.4x or 2x magnification. There's no reduction in image quality because only the size of the image area is reduced, so even 2x images can be turned into great-looking prints.

Normal view (1x)   With 1.4x Smart Teleconverter   With 2x Smart Teleconverter

* With Smart Teleconverter function, image size is automatically set to M size at 1.4x, or to S size at 2x magnification.

Using Live View mode

Image sensor for live view

Tilting mirror
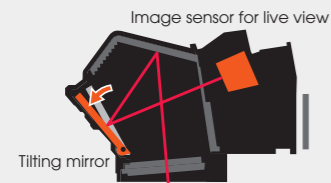
When you switch to live view operation, an innovative new pentamirror tilt mechanism directs the subject image to a dedicated live view sensor positioned over the viewfinder eyepiece.
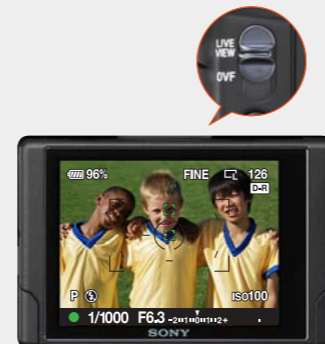
Using the viewfinder

When you use the viewfinder, you can also take advantage of Sony Eye-Start® AF, which automatically focuses the camera as soon as you put your eye to the viewfinder.

Viewfinder

Vibrant, true-to-life color reproduction with rich image detail and tonal gradation

DT 55-200mm F4.-5.6 (SAL55200), A mode, F14 (1/50 sec.), ISO 100, Auto white balance

A 10.2-megapixel CCD image sensor for beautiful, high-definition imaging

The α300's high-resolution CCD image sensor captures light in much the same way as the retina of an eye. Both the CCD and its associated circuitry benefit from Sony's long experience in semiconductor and microprocessor manufacturing, enabling a significant reduction in the analog signal noise that tends to increase at higher pixel densities. The 10.2-megapixel CCD assures stunning image quality even on big 12" x 16" (297mm x 420mm) prints, and because it's a large 23.6 x 15.8mm APS-C type CCD, it offers approximately 15 times the surface area of the 1/2.5-inch sensors used in most compact digital cameras, and has larger individual photosensitive elements that enable it to capture more image data per pixel. The result is richer color and a wider dynamic range for excellent shadow and highlight detail.
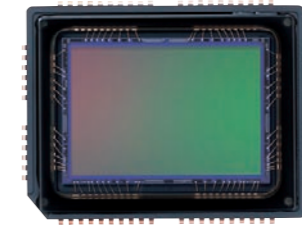
10.2-megapixel (effective) CCD

Advanced Sony imaging technologies reveal nuances of eye color and eyelash/eyebrow detail with amazing clarity.

Working together, the CCD and BIONZ render the subtle color tones and velvety texture of flower petals with true-to-life fidelity.

Powerful BIONZ image processing engine for vibrant colors with rich tonal detail

The α300 is equipped with a BIONZ image processing engine that uses advanced Sony technologies to achieve truly vibrant color reproduction with rich texture and depth. You can see the difference this makes in photos like the one on the facing page. Details like the delicate hue and shape of individual rose petals, the natural skin tones of the young woman's face, and the subtle tonalities of background elements are rendered with true-to-life fidelity. The BIONZ engine is also fast, instantly processing high-resolution image data from the 10.2-megapixel sensor to optimize dynamic range and white balance, and reduce any signal noise.

# Built-in features for sharp, clear imaging in virtually any situation

DT 18-250mm F3.5-6.3 (SAL18250), A mode, F6.3 (1/6 sec.), -1.0EV, ISO 100, Auto white balance

Super SteadyShot® Inside for greater handheld shooting freedom

Super SteadyShot on   Super SteadyShot off

The α300 is equipped with an advanced Super SteadyShot® image stabilization system to help prevent blurring caused by camera shake. Built right into the camera body, the system works with any α lens, enabling you to capture sharp images at shutter speeds 2.5–3.5 steps slower than would otherwise be possible. And that means you can enjoy the freedom of unencumbered handheld shooting in situations that would normally require the use of flash or a tripod.

With the Super SteadyShot system, you can enjoy the benefits of image stabilization with any α series lens.

■ Anti-dust system

Low-pass filter   Image sensor

Anti-dust coating   Dust particles dislodged by sensor vibration

Anti-dust protection for cleaner images

All digital SLR cameras are susceptible to dust contamination when changing lenses -- it's a fact of life. But the α300 employs built-in systems to keep the sensor clean, and your images beautiful. First, there's an anti-static coating to help prevent dust from adhering to the low-pass filter and other internal components. And to dislodge any particles that do manage to reach the CCD, the sensor is vibrated at ultra-high speed every time the camera is switched off.

## D-Range Optimizer for superior exposure balance

An advanced D-Range Optimizer helps ensure beautifully balanced exposures in backlit situations. In Standard mode, it optimizes brightness and contrast for the image overall, and in Advanced mode, it optimizes each area of the composition separately to bring out maximum shadow and highlight detail. The D-Range Optimizer can be used on all image formats in all metering modes.
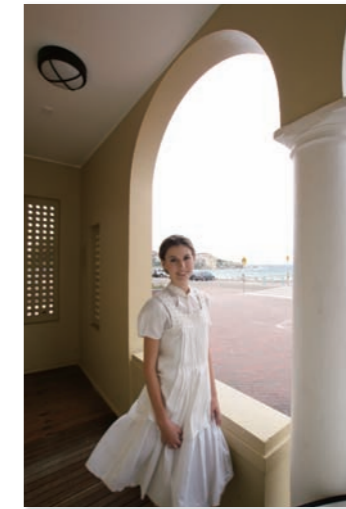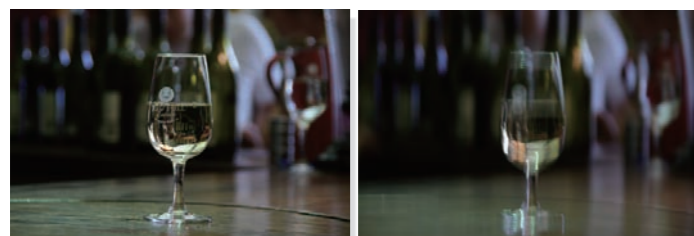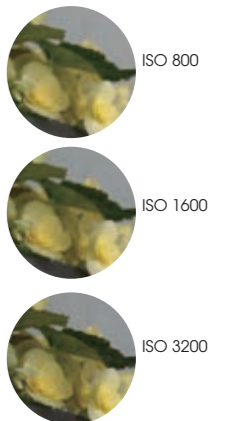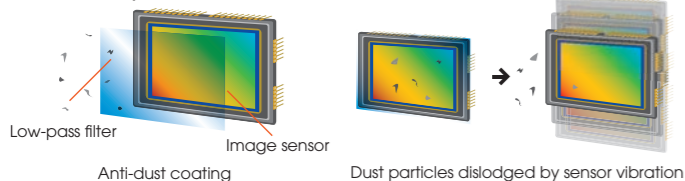
Off   Standard   Advanced
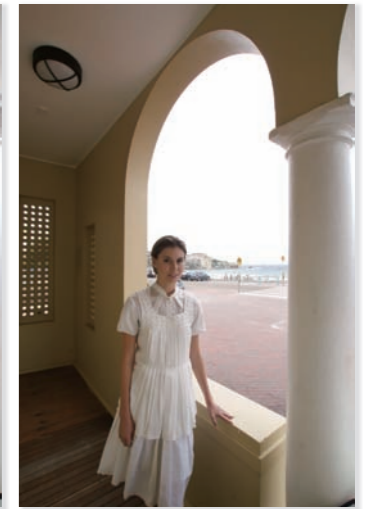
* D-Range Optimizer Advanced uses technology provided by Apical Limited.

ISO3200 sensitivity setting for low-light shooting

High-sensitivity ISO3200 and 1600 settings let you take advantage of low-light photo opportunities with confidence. When shooting at these higher settings, the BIONZ engine assures the highest possible image quality by applying high-ISO noise reduction immediately before each image is processed. This, together with powerful Super SteadyShot® image stabilization, enables you to use faster shutter speeds in low light, and greatly expands the range of situations in which you can shoot.

ISO 800

ISO 1600

ISO 3200

3 fps continuous shooting* and center-cross 9-point AF

The α300 features three frame-per-second continuous shooting that's great for sports and action sequences, and a center-cross 9-point autofocus system that boasts one of the quickest response times in its class. The AF system also offers high predictive focusing accuracy when shooting moving subjects, and exclusive Eye-Start® activation, which reduces missed shots by automatically focusing the camera for you as soon as you put your eye to the viewfinder.

* Up to 2 fps with live view. Number of recordable frames varies according to shooting conditions and type of memory media.

3 fps continuous shooting
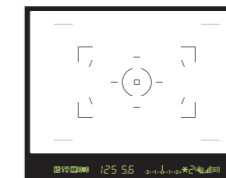
AF frame and 9-point AF sensor layout

Versatile 40-segment honeycomb-pattern metering

When you're using the optical viewfinder, the α300's 40-segment, honeycomb-pattern metering system gives you the versatility you need to get precise readings under a wide range of shooting conditions. It also gives you a choice of multi-segment metering, center-weighted metering, and spot metering mode to suit your subject and shooting conditions.

Metering mode

Multi segment
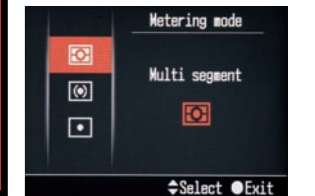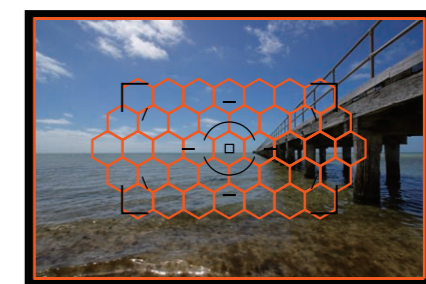
Enhanced creativity and operating ease make shooting and viewing more fun

New menu list for easy access to essential settings

Whether you're framing your subject in the optical viewfinder or the LCD monitor, a quick press of the Function (Fn) button displays the menu list, which gives you instant access to mode settings for the flash, metering, autofocus, AF area, white balance, and D-Range Optimizer. It's a fast and easy way to get to frequently used functions without having to navigate through multi-level menus.

1 Press

2 Select

2.7-inch Clear Photo LCD monitor for on-the-spot image review

Whether you're framing your subject or reviewing images, the large 2.7-inch Clear Photo LCD monitor makes it easy to confirm focus and fine details. Detailed shooting information and RGB histograms can also be displayed for on-the-spot confirmation of exposure balance, color distribution and highlight/shadow reproduction, and the screen automatically switches to a vertical-format display when you rotate the camera for vertical-format shooting. Convenient index views of up to 25 frames are provided to help you find your favorites fast.

Auto pop-up flash

In Auto and Scene Selection modes, the built-in flash pops up automatically whenever it is needed. Even when you're shooting outdoors in daylight, if the α300 senses that a subject is backlit, the flash will pop up to provide additional illumination. Flash power is rated GN12 (ISO100·m), with wide enough coverage to allow use with an 18mm fisheye lens.

16:9 aspect ratio for high-quality PhotoTV HD viewing

The option of recording images in the 16:9 format enables you to view dramatic slideshows on a widescreen HDTV. In addition, if you use PhotoTV HD compatible Sony peripheral devices for image playback, you can enjoy an even higher level of big-screen display quality.
* Availability of peripheral devices varies according to region.

Photo display on a PhotoTV HD-compatible BRAVIA HDTV

Easy dial access to basic exposure and scene modes

The mode dial on the top of the α300 provides immediate access to Program, Aperture priority, Shutter-speed priority, and Manual exposure modes, as well as a fully-automatic Auto mode, Flash Off Auto mode, and 6 Scene Selection modes. The Scene Selection modes optimize AF, drive mode, shutter speed, aperture, and other settings to ensure beautiful results when shooting portraits, landscapes, sunsets, sports, macro photos, and night scenes.

Landscape Portrait

Sports action Macro

Exposure and other basic modes

	Mode	Description
P	Program auto mode	Shutter speed and aperture are set automatically, but other settings can be adjusted
A	Aperture priority mode	User sets aperture manually; camera selects optimum shutter speed automatically
S	Shutter speed priority mode	User sets shutter speed manually; camera selects optimum aperture automatically
M	Manual exposure mode	User sets both aperture and shutter speed
AUTO	Full auto mode	The camera automatically controls all settings
	Flash off mode	Flash is disabled, and other camera settings are adjusted automatically

Scene selections

	Mode	Description
	Portrait	For beautiful portraits with soft background defocusing
	Landscape	For crisp, vivid images of distant scenery and foreground subjects
	Macro	For clear, sharp images of flowers, insects, and other small subjects
	Sports action	For continuous shooting of fast-moving subjects in bright light
	Sunset	For sunset images with rich red tones
	Night portrait / Night view	For nighttime flash portraits with rich background detail; for dramatic night scenes and nighttime cityscapes

Creative Style settings for greater freedom of expression

Creative Style settings make it easy to adjust image parameters to suit your preference and creative intent. A choice of Standard, Vivid, Portrait, Landscape, Night view, Sunset, Black & White, and Adobe RGB styles is offered, and each can be digitally adjusted for contrast, saturation, and sharpness (no saturation adjustment on Black & White). Whether you want to capture a moody black & white portrait or a colorful sunset at the beach, Creative Style settings offer a quick, easy way to get the precise image you want.

Creative Style settings

Std.	Standard
Vivid	Vivid
Port.	Portrait
Land.	Landscape
Night	Night view
Sunset	Sunset
B/W	Black & White
Adobe	Adobe RGB

Sunset

Black & White

Power and versatility for extended shooting

The α300 is powered by a high-density NP-FM500H InfoLITHIUM™ battery that lets you take approximately 730 shots* before recharging is required, and features a battery level indicator that offers precise 1% accuracy. An optional VG-B30AM vertical grip, capable of holding two NP-FM500H InfoLITHIUM batteries, offers extended power and a full complement of basic camera controls to enhance operating ease during vertical-format shooting.
* 410 shots in live view mode; CIPA standard test with built-in flash used on 50% of shots

100–81% 80–51% 50–21% 20–1% 0%

VG-B30AM NP-FM500H

InfoLITHIUM™ M SERIES
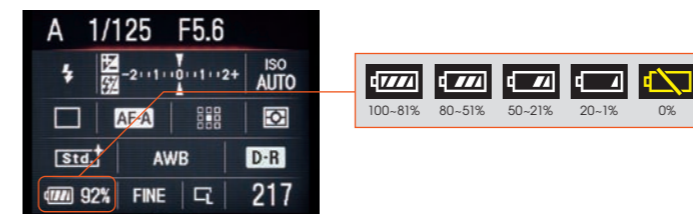
The expanding world of α creativity

There's virtually no limit to the ways you can express your creativity with the α System. From super wide angle, zoom, and macro, to STF (Smooth Trans Focus) and reflex super telephoto, the α lens lineup has it all. And whichever lens you use, you'll be able to take full advantage of the Super SteadyShot® image stabilization built into the α300's body.

DT 18-70mm F3.5-5.6 (SAL1870)*

A versatile wide-angle to medium-telephoto zoom lens that incorporates aspherical and ED (Extra-low Dispersion) elements for sharp imaging. (35mm equivalent: 27-105mm)

DT 18-250mm F3.5-6.3 (SAL18250)*

A powerful yet compact lens with a 14x zoom range that provides an all-in-one solution for travel and nature photography. (35mm equivalent: 27-375mm)

DT 55–200mm F4-5.6 (SAL55200)*

A light, compact, and affordable zoom with high telephoto power that makes it a perfect companion to the wide-angle to medium-telephoto DT 18–70mm lens. (35mm equivalent: 82.5–300mm).

50mm F2.8 Macro (SAL50M28)

A compact macro lens with 1:1 magnification, a minimum shooting distance of 20cm, and a circular aperture for superb background defocusing. Offers a 35mm equivalent focal length of 75mm when mounted on the α300.

* DT series lenses are compatible only with digital SLR cameras that are equipped with an APS-C type sensor.

Carl Zeiss® lenses

Jointly developed by Sony and Carl Zeiss® of Germany, these premium lenses offer excellent contrast and the stunning clarity of world-famous Carl Zeiss® T* coatings.

G series lenses

Even among α lenses, G series lenses are notable for their sharp, bright imaging, advanced aspherical and ED (Extra-low Dispersion) optics, and exceptionally high build quality.

External flash units

HVL-F56AM

Top-of-the-line power with high-speed synchro, wireless capability, and a variable-angle head for bounce flash shooting. GN56 (85mm, ISO100·m)

HVL-F42AM New

Optimized for digital imaging with auto white balance adjustment, high-speed synchro, wireless capability, and a variable-angle head. GN42 (105mm, ISO100·m)

Software tools

Image Data Converter SR ver.2.0

A powerful program for fast RAW data conversion that can also be used to adjust images and apply D-Range Optimizer and Creative Style effects.
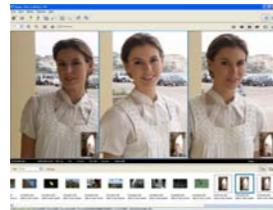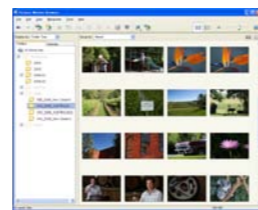
Image Data Lightbox SR ver.1.0

A convenient tool for viewing, ranking, sorting, and comparing RAW and JPEG images to facilitate "best shot" selection and library management.
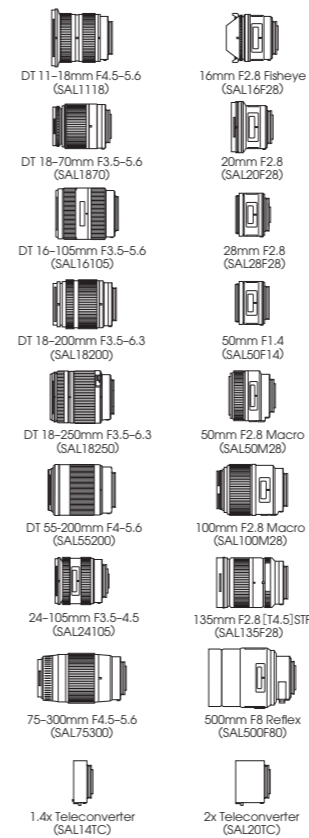
Picture Motion Browser ver.2.1.02

An easy-to-use application for basic photo library management, and image adjustment. Features include a convenient calendar view, easy image file backup, and a map-view function to display images with position information on an online world map.
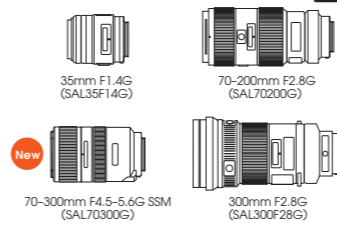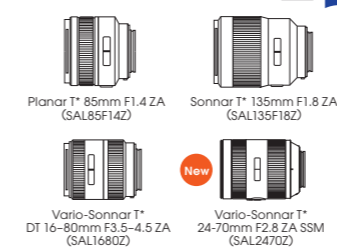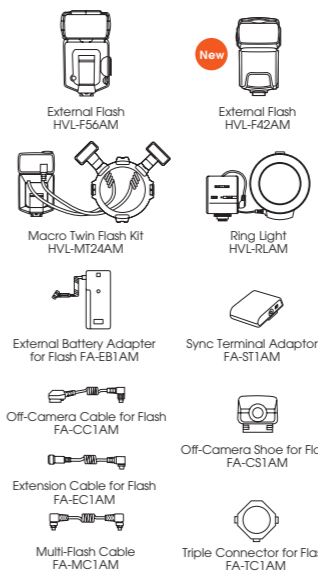
Controls

- Smart teleconverter button
- AEL / Zoom in button
- Exposure / Zoom out / Index button
- POWER switch
- MENU button
- DISP (Display) / LCD brightness button
- Delete button
- Playback button
- LCD monitor
- Controller / Controller Enter / Spot AF button
- Super SteadyShot switch
- Control dial
- Shutter button
- Flash pop-up button
- Fn (Function) / Image rotation button
- Mode dial
- LIVE VIEW / OVF switch
- Drive button
- ISO button
- Built-in flash
- Self-timer lamp
- Lens release button
- Focus mode switch

System accessories

α lens lineup

- DT 11–18mm F4.5–5.6 (SAL1118)
- DT 18–70mm F3.5–5.6 (SAL1870)
- DT 16–105mm F3.5–5.6 (SAL16105)
- DT 18–200mm F3.5–6.3 (SAL18200)
- DT 18–250mm F3.5–6.3 (SAL18250)
- DT 55–200mm F4–5.6 (SAL55200)
- 24–105mm F3.5–4.5 (SAL24105)
- 75–300mm F4.5–5.6 (SAL75300)
- 1.4x Teleconverter (SAL14TC)
- 16mm F2.8 Fisheye (SAL16F28)
- 20mm F2.8 (SAL20F28)
- 28mm F2.8 (SAL28F28)
- 50mm F1.4 (SAL50F14)
- 50mm F2.8 Macro (SAL50M28)
- 100mm F2.8 Macro (SAL100M28)
- 135mm F2.8 [T4.5] STF (SAL135F28)
- 500mm F8 Reflex (SAL500F80)
- 2x Teleconverter (SAL20TC)

G lenses

- 35mm F1.4G (SAL35F14G)
- 70-200mm F2.8G (SAL70200G)
- 70-300mm F4.5-5.6G SSM (SAL70300G)
- 300mm F2.8G (SAL300F28G)

Carl Zeiss® lenses

- Planar T* 85mm F1.4 ZA (SAL85F14Z)
- Sonnar T* 135mm F1.8 ZA (SAL135F18Z)
- Vario-Sonnar T* DT 16–80mm F3.5–4.5 ZA (SAL1680Z)
- Vario-Sonnar T* 24–70mm F2.8 ZA SSM (SAL2470Z)

Flash & Flash accessories

- External Flash HVL-F56AM
- External Flash HVL-F42AM New
- Macro Twin Flash Kit HVL-MT24AM
- Ring Light HVL-RLAM
- External Battery Adapter for Flash FA-EB1AM
- Sync Terminal Adaptor FA-ST1AM
- Off-Camera Cable for Flash FA-CC1AM
- Off-Camera Shoe for Flash FA-CS1AM
- Extension Cable for Flash FA-EC1AM
- Multi-Flash Cable FA-MC1AM
- Triple Connector for Flash FA-TC1AM

α300

Lens accessories

- Circular PL Filters VF-49CPAM / 55CPAM / 62CPAM / 72CPAM / 77CPAM
- ND Filters (8x) VF-49NDAM / 55NDAM / 62NDAM / 72NDAM / 77NDAM
- MC Protectors VF-49MPAM / 55MPAM / 62MPAM / 72MPAM / 77MPAM
- Front Lens Caps: ALC-F49A / F55A / F62A / F72A / F77A, ALC-F55G ALC-F62G ALC-F77G New, ALC-F62Z / F72Z / F77Z
- Lens Hoods: ALC-SH0001 / SH0002 / SH0003 / SH0005 / SH0006 / SH0007 / SH0008 / SH0009 / SH0010 / SH0011 / SH0013 / SH0014 / SH0016 / SH102 / SH104 / SH105
- Rear Lens Cap ALC-R55
- Body Cap ALC-B55

Batteries / Grip & Charger

- Vertical Grip VG-B30AM New
- AC Adapter / Charger AC-VQ900AM
- Rechargeable Battery Pack NP-FM500H

Shooting accessories

- Angle Finder FDA-A1AM
- Magnifier FDA-M1AM
- Eyepiece Correctors FDA-ECF05 / ECF10 / ECF15 / ECF20 / ECF30, FDA-ECN10 / ECN20 / ECN30 / ECN40
- LCD Protect Sheet PCK-LS3AM New
- Eyepiece Cup FDA-EP3AM New
- Remote Commander RM-S1AM
- Remote Commander RM-L1AM

Cases & Straps

- Camera Case LCS-AMLC3 New
- System case LCS-SC5 New
- System Case LCS-SC20*
- System Case LCS-AMSC30
- Grip Belt STP-GB1AM
- Shoulder Strap STP-SH2AM
- Shoulder Strap STP-SH1AM
- Shoulder Strap STP-SS2AM
- Shoulder Strap STP-SB1AM
- Shoulder Strap STP-SS1AM
- Lens Cases LCL-60AM / LCL-90AM / LCL-140AM
- * Availability depends on areas

Others

- GPS Unit Kit GPS-CS1KASP* New
  * For use with DSLR-A300, an application update is required. Please access the URL below for more information. http://support.d-imaging.sony.co.jp/www/accy/gps/
- CompactFlash Card NCFA / NCFC / NCFD Series
- Memory Stick Duo™ series, Memory Stick PRO-HG Duo™ series
- Memory Stick Duo Adaptor for CompactFlash Slot AD-MSCF1
- Digital Photo Printer DPP-FP95
- Digital Photo Frame DPF-V900